Says It Reduces Company's Profits to Only 10 Per

Cent. Net.

PER CENT. ENOUGH.

Declares Recent Profits Have Been at Rate of 13

Per Cent.

a Company to reduce the price cent.?" cents to eight cents.

"Although I voted for the reduces because I believe that any lessen le better than none," said Come evidently made to believe.

Of course the average cons aful for any reduction. But the on is: How much of a reduction the consumer entitled to from a big

contend that the people are end to much more than they have

To begin with, recently the eleccompany has cleared above all the property is said to be \$60,000,-Figuring on that basis, there is profit of 13 per cent. for the com-

ich will mean not more than \$1,red with the other men on. My content

MERCHANT LAUDS VAR-NE-SIS



the larger reduction."

What, in your opinion would be a Lo Sares Total fair profit each year for the New York

Edison and other big electric com-Commissioner Malthie was

e fair in view of the large profits he Edison Company and others have made in years gone by," he replied. "There must also be borne in mind the large allowances for depreciations enewals, contingencies and the like In other words the companies have a very big reserve fund. Their businem is growing steadily. Records from year to year show how electricity is catching up to gas.

"The United States Supreme Court has said in the Consolidated Gas Company case that a 6 per cent. profit for a gas company was not confisca-tory. The Public Service Commission in the past has fixed 74, per cent. as the profit basis for small electric companies supplying outlying dis-tricts. Why, then, should a 6 to 7 per cent. profit in the richest electricity territory in the United States be too little?

"I wonder if the people whose kilowatt hours have been reduced from 10 cents to 5 cents realise that the New York Edison Company will still in ordering the New York be able to make a profit of 10 per

Abraham Reed, fifty-five, whose home was in New Brunswick, N. J., a conductor on the Pennsylvania Railroad, was found cut in two on the tracks of the Pennsylvania hear Sumits are not ing given the great concession they a evidently made to believe.

Abraham Reed, fifty-five, whose home was in New Brunswick, N. J., a freight conductor on the Pennsylvania hear Sumits are not tracks of the Pennsylvania hear Sumits avenue, Jersey City, to-day. It is supposed he fell from his train, which went out during the night.

THE EVENING WOLLD, WIDTHIDAY, MARCH 10, 1910. Is Sum Total of a Day In Music

By Sylvester Rawling.

Walter Damrosch and the Symiony Society Orchestra gave the oncerts at Carnegie Hall yesterday The auditorium was crowded with enthusiasts to hear an afternoon of Heethoven's music. Mr.
Damrosch chose the composer's lighter vein for his exposition. The soloist was Leonard Borwick, the English planist, whose power of expression is no less than his musical understanding, the combination giving to his playing exceptional charm. He was heard in the concertos in C minor and in G. Mr. Damrosch began with the seventh symphony, and between the two concertos performed the adagio from the "Promotheus" ballet, with a 'cello solo by Jacques Renard. Everybody was applauded heartily.

The Little Theatre can not hold a great crowd, but its capacity was exhausted yesterday afternoon when Julia Heinrich, accompanied by C. V. Bos at the plano, gave a song recital. The line of automobiles waiting for the close of the performance was imposing and the management may be pardoned for smilling over the fact that a score, or more, of women prominent in society were turned away from the box office because the house was sold out. Miss Heinrich's voice was not always equal to the requirements of the songs she sang, but she had art sufficient to make her programme interesting throughout. It ran through compositions by Handel, Schumann, Behubert, Brahms, Frans, Mendelssohn, Liszt, Dvorak and Weingartner, and included Mrs. Beach's "Ah, Love But a Day" and Marion Bauer's "Love Comes Danoing O'er the Meadow." afternoon of Beethoven's music. Mr.

LOSES LIFE SAVING HORSE.

Mystery for a Time Shronds Youth Killed at Fire.

Two priests in an automobile drove up to St. Mary's Hospital in Jamaica about midnight last night and turned over to the doctors a young man with a fractured skull, who died shortly owns a pawnbrokers' sales shop at No. afterward. In the hurry of taking 136 Park Row, to-day found that it was the young man in, no one asked the names of the priests nor obtained any particulars of how the young man was hurt, except that he had been injured at a fire. The priests drove away.

After considerable trouble it was learned the fire was in the barn of Theodore Schamb, on Woodhaven avenue, between Forest Hill and Electric Magistrate Appleton in the Centre Street Court to-day emphasized these facts by giving Louis five days in the Workhouse.

FIVE DAYS FOR HITTING COP.

Foreibly Into Shop.

Theodore Schamb, on Woodhaven avenue, between Forest Hill and Elmhurst. The dead man was Charles Schmuch, nineteen years old, an employee of Schamb. He was found in go. Out came Louis and hit Smith.

FOR DANDRUFF, FALLING HAIR OR ITCHY SCALP—25 CENT DANDERINE

Girls! Girls! Save your hair!

Make it grow luxuriant
and beautiful.

If you care for heavy hair, that glisens with beauty and is radiant with life; has an incomparable softness and is fluffy and lustrous, try Danderine.

Just one application doubles the beauty of your hair, besides it immediately dissolves every particle of dandruff; you cannot have nice, heavy, healthy hair if you have dandruff. This destructive scurf robs the hair of its lustre, its strength and its very life, and if not overcome it produces a feverishness and own now?—Advt.

Merchandise Here Advertised on Sale

Thursday and Friday



The Chicks Are Out

The "Lo-Glo" Electric Incu bator warmed the eggs into life. See the Incubators in the \$13.49 and up to \$26.74.

Spring Top Coats of Covert In New "Box" Model, \$18.74

Smartly tailored garments, in fine olive tan covert, cut on very flaring lines and decidedly mannish in style with notch collar of velvet and large pockets, button trimmed. Peau de cygne lined throughout.

Tweed "Sport Coats" New Norfolk Model-

In light colored Spring tweed of excellent quality, pleated Sport Coats on iaunty Norfolk lines with deep patch pockets

Smart Checked "Sport Coats''-Braid Trimmed-

and tailored straps. Peau de cygne lined.

In black and white novelty cloth effects; soft, light weight coats on flaring lines—all edges braid trimmed.

Pretty New Petticoats Of Pompadour Silk **Special** \$5.94

A very flaring model-in dark blue, green and "Nancy ue" chiffon taffeta-floral patterned in rich colors. Fitted top and deep circular flounce with four shirred, pinked ruffles forming a deep scalloped effect at foot.

Extra Size Petticoats Of Satin Messaline—

\$4.69 In black, changeable and new Spring shades—well gored skirts—of very flaring style—the deep underlay finished with pleating has a closely accordion-pleated, pointed

Silk Jersey and Messaline \$2.69 Petticoats-

In black and the fashionable colors; Petticoats with p tucked, flaring flounce, finished with tiny pleated ruffles over a silk underlay.

THER PLOOR-CENTRE, BEAL.

500 Dozen Women's Gloves REAL FRENCH KID GLACE

Superior quality Gloves-every pair made in Grenoble, France. Oversewn seams; two clasp.

Black, Tan, Gray and White, two needle back Em-

broidery. Black-Paris Point Embroidered in white with

white stitching. White-Part Point Embroidered in black with

This is the first time, so far as we know, that real French Kid Gloves have

black stitching.

Stock up generously-500 Dozen/will not last long at this remarkable price. MAIN PLOOR. BROADWAY

been offered at so low a price as 79c.

Untrimmed Hats Spring Styles at Unusual Prices

Every day we hear some favorable comment upon our fine selection of Untrimmed Hat Shapesthe enormous variety—Sailors, Tricornes, Turbans and other becoming shapes, in Milan, Split, Lisere, Milan-hemp, etc., at "Lowest-in-the-City" prices.

Our finest grade Hats, made of the best straws. Copies of shapes used by the leading Paris Milliners, as low as \$4.96, \$6.89 and \$8.89.

Real Milan Hat Shapes \$2.97

Of a quality un-equaled in the City at this price. Variety of shapes; black, brown, navy and other colors

Very Large Sailor Shapes of the same quality Milan are priced \$3.96.

SECOND FLOOR, SATE STREET

Women's Strictly Tailored SERGE SUITS Spring Model

In blue and black serge of excellent qualty. Suits of very smart but conservative style, with button trimmed coat, featuring novel pockets, notch collar and revers; peau de cygne lined. The skirt has side panels of inserted pleats and broad panels at front and back.

Very well tailored in every detail. Sizes 34 to 44.

SERGE SUITS— \$27.75 New Semi-Belted Model,

A practical and stylish Suit in grey, blue and black serge of superior quality. The coat has broad belt at slightly high waist line and is smartly button trimmed; the detachable collar is of white pique.

The skirt has fitted yoke with clusters of 6 pleats at each side.

Sizes 34 to 44.

THIRD FLOOR-BROADWAY.

Boys' All-Wool Suits Spring Models at Attractive Prices Prices With Extra Pair

Fully Lined Trousers \$4.69 Regu'ar Price

would be \$6.49

\$5.94 Regular Price would be \$8.94

\$7.49 Regular Price would be \$10.74

The Suits were made up in the dull season, so that now, at the beginning of Spring, every boy can own a fine Spring Suit, in accordance with the latest models, at a very moderate

All the Coats are Alpaca-lined and made Norfolk style. The materials are Cassimeres, Cheviots and Homespuns.

The colors include all the wanted plain shades and fancy mixtures

Dining-Room Furniture At Substantial Savings

A Complete and Comprehensive Collection of Suits and Separate Pieces—Attractively Priced. The economy of purchasing at Macy's is strikingly demonstrated by the actual comparison of prices asked elsewhere with Macy's prices for the identical pieces.

Golden Oak

Special,

China Closets.

\$25.50



Golden Oak Buffets, Special, **\$**30.50

Colonial decolonial de-sign (as III us-trated) in quar-tered oak, high-ly polished golden finish. French beveled inches long; has

plate mirror 38x8 in. Top 46 Inches long; has two drawers: one lined for silver; center drawer, two cupboards and large linen drawer.

Golden Oak Buffets from \$14.74 to \$52.50

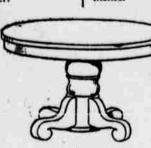
Kaiser Gray Oak **Dining Room Suites** 10 Pieces, \$208.43

Buffet, 60 inches, has a large top drawer, two large center drawers, one lined for silverware, and cup-boards on each side, fitted with antique brass handles.

China closet is 60 inches high, 44 Inches wide, has straight glass ends and front, one mirror back and three grooved shelves.

Serving table is 42 inches, has cupboard on each side and bottom

Extension table has a 48 inch top, and extends full 6 feet. Five side chairs and one arm chair, covered in genuine gray Spanish



Golden Oak Extension Table, **\$**18.74

Pedestal base of "Colonial de signt' (as illustrated). Quartered oak top; 45 inches in diarreter

and extends to 8 feet. Other Tables, \$11.78 to \$36.50.



10 Pieces, \$186.00 In furred oak or Kaiser gray:
Buffet is 60 inches, has three
small top drawers, one lined for silverware, cupboard on each side,
center compartments for silverware, and a large bottom linen
drawer.

9:00 A. M CLOSES

ware, and a large bottom linen drawer.

China Closet to match has three grooved shelves, straight glass ends and front, and a bottom drawer.

Serving table to match has a large drawer and bottom shelf. All pieces are fitted with antique brass handles.

Extension table has 48 inch top and extends full 6 feet.

and extends full 6 feet.
Five side chairs and one arm chair, covered in genuine leather



Fumed Oak Suite (10 pieces), Special \$102.77

As illustrated; a suite of quaint and effective design; solid oak, in rich brown fumed oak finish. Buffet has French plate mirror which is 38x10 inches; top is 20x48. Serving Table is 24 inches high and has large shelf. China Closet is 56 inches high and 32 inches wide; has straight glass ends and front. Extension Table is 48 inches in diameter. extends 6 feet, has a heavy pedestal base and is a most substantial piece of furniture. Five side chairs and one arm chair in genuine leather.

Venetian Oak Dining Room Suites, 10 Pieces. \$248.18

"Sheraton" Mahogany Dining Room Suites, 10 Pieces, \$219.00

ADAM MAHOGANY DINING SUITES, \$171.00

Buffet, 48 inches, has two small drawers, one lined for silverware; a large centre drawer, and two bob cupboards, with a French plate mirror, which is 44x10.

China closet to match, has straight glass ends and front, three grooved shelves.

Serving table to match, has large drawer and bottom shelf.

Extension table has 45-inch top and extends full 6 feet.

Five side chairs and one arm chair, covered in genuine brown Spanish leather.

Lighting Fixtures

The five specials pictured and described below represent savings the extent of which be apparent to all who have priced similar articles elsewhere.



ture com-plete with 100 candle-power light lobe for gas. by-pass, mantle is priced \$4.89. Inverted Gas Lights,

Special 59c

(Each)

with burner inner chimney, mantle and imported glass shade in either amber, green, pink or crystal, with bead fringe to match.

Same Dome, fitted with chain and three-light cluster for electricity, is priced \$5.97.



Dome (as illustrated)

\$3.97 A 22-inch Dome with 8 (Each) 59c

Macy's Usual

Price 88c each.

Complete (at ilustrated at left)

Complete (at ilustrated at left)

Indirect Fixtures (Each) \$4.49 The Fixture (as illustrated at right) is 16 inches in diter glass with metal overlay design on each panel, com-plete with fit-tings for one

ture complete with 100 candle power light; by-pass, mantle and globe for gas, \$5.49.

Inverted Gas Lights, Special 69c Macy's Usual Price 98c each. Complete (as

illustrated at right) with burner, inner

chimney, mantle and imported glass shade in either amber, green or crystal, with bead fringe to match.

